

## Steps to a Healthier US Grant

### Abstract

#### I. Lead Agency Description

The Lead Agency for the grant will be the Leon County Health Department, with Arthur P. Cooper, Leon CHD Administrator designated and the Project Director. The Leon CHD has extensive experience in managing health initiatives and State, Federal and Foundation grants.

#### II. Intervention Area Description

The project area will be seven (7) contiguous counties that include Leon, Gadsden, Wakulla, Franklin, Liberty, Calhoun, and Jackson. These counties provide a population of 412,573 persons. All of these counties have sufficient disease burdens and indicators for diabetes, asthma and obesity that provide a basis for grant funding.

| Demographic Data for Intervention Area |         |          |         |         |         |         |         |
|--|---------|----------|---------|---------|---------|---------|---------|
| Demographics                           | Calhoun | Franklin | Gadsden | Jackson | Leon    | Liberty | Wakulla |
| Population                             | 13,608  | 10,473   | 46,758  | 49,509  | 259,030 | 7,360   | 25,835  |
| Rural Population                       | 65.7%   | 73.8%    | 65.5%   | 82.6%   | 14.7%   | 100%    | 100%    |
| % African/American                     | 15.6%   | 11.3%    | 57.1%   | 27.3%   | 30.2%   | 19.2%   | 11.6%   |
| Adults with Diabetes                   | 17.3%   | 8.7%     | 14.1%   | 18.5%   | 4.7%    | 19.1%   | 7.0%    |
| Adults with Asthma                     | 19.7%   | 10.3%    | 11.5%   | 12.4%   | 13.4%   | 13.2%   | 12.9%   |
| Adults Who Are Obese                   | 34.0%   | 25.6%    | 33.0%   | 28.1%   | 20.5%   | 38.9%   | 28.1%   |
| Adults Who Smoke                       | 32.7%   | 25.6%    | 17.2%   | 21.8%   | 16.4%   | 26.7%   | 31.7%   |
| Median Age                             | 36.2    | 40.8     | 35.5    | 37.6    | 29.5    | 35      | 36.8    |
| Income < \$35,000                      | 63.0%   | 60.9%    | 55.4%   | 47.8%   | 47.1%   | 58.0%   | 39.6%   |
| Below FPL w Children <5                | 26.4%   | 26.9%    | 53.4%   | 27.0%   | 18.0%   | 57.7%   | 53.8%   |

These counties were selected because they have high minority populations, high chronic disease/risk factor state(s), high poverty rates, younger population, and less educated.

#### III. Community Description

Current community partners are Leon County Health Department, Diabetes and You, YMCA, Capital Health Plan, Tallahassee Memorial Hospital, Capital Regional Medical Center, Tallahassee Community College, Leon County Schools, Florida Department of Health, and FSU College of Medicine. Partners invited but not yet committed are Bond Community Health Center, Neighborhood Health Services, The We Care Network, and FAMU College of Pharmacy and Pharmaceutical Science.

A Coalition Leadership Committee will be formed to provide overall guidance, review budget performance, review evaluation and goal achievement, and prepare and approve periodic reports. The committee will meet monthly. The Coalition Membership Committee will meet quarterly to review progress.

#### **IV. Community Action Plan**

The community Action Plan will provide the basis for the project to improve the mortality and morbidity outcomes of the chronic diseases diabetes, asthma, and obesity through education, nutrition, physical activity, and tobacco use prevention and cessation. Each year the project will intensify and build on the basis established in the first year. The intervention methods will be:

- Community Education through media campaign, group outreach and education at community centers, public schools, faith based organizations, work sites, community organizations, and medical organizations and associations.
- Outreach to identify undiagnosed disease states with referrals to medical providers, Disease Self-Management Education programs, and behavior modification programs.
- Coordinate with hospitals and physicians to ensure the latest techniques for target disease management are being used.
- Develop/expand an electronic, Internet based community medical records system for the project area.
- Work to increase/improve physical activity opportunities in the project area

#### **V. Financial Contributions**

The grant requires a 25% match in cash and inkind contributions. The amount will be generated by community partners and interested organizations.

#### **VI. Evaluation and Monitoring**

An evaluation consultant will be employed to assist in establishing an evaluation system to monitor progress toward stated goals. This system will include using national, state, and county evaluation data currently available; use of hospital, health care insurance, and physician diagnosis and treatment data; and developing baseline data where done exist.

#### **VII. Communications Plan**

A multi media approach to bringing awareness to the target disease states will be developed by a marketing consulting firm. The campaign will raise community awareness and provide public education regarding the risk and benefits of making better health choices, behavior modification, and disease management.

## VIII. Budget and Narrative

We anticipate a first year budget of \$1,200,000. The categories and approximate expenses are as follows:

| Projected Grant Budget                                      |             |
|---|-------------|
| Personnel/Fringe  | \$ 125,000  |
| Community Awareness, Public Education and Outreach campaign | 400,000     |
| Outlying Counties Contracts                                 | 185,000     |
| Community Education, Case Management, & Outreach Contracts  | 200,000     |
| School Education and Outreach Contracts                     | 200,000     |
| Supplies & Equipment  | 90,000      |
| Total   | \$1,200,000 |

## IX. Letters of Support

Letters of support will be obtained from all community partners, outlying counties and healthcare agencies and organizations in the project area.